

# CONTRACT



**KOAT**  
**3801 Carlisle Blvd. NE**  
**Albuquerque, NM 87107**  
**(505)884-7777**

And:

**SRCP Media Inc**  
**Attention: Betsy Vonderheid**  
**201 North Union Street**  
**Ste 200**  
**Alexandria, VA 22314**

<u>Contract / Revision</u> 961890 /		<u>Alt Order #</u> 06364302
<u>Product</u> Issue		
<u>Contract Dates</u> 10/29/12 - 11/09/12		<u>Estimate #</u> 313 REFORM NM NOW
<u>Advertiser</u> Reform New Mexico Now		<u>Original Date / Revision</u> 10/18/12 / 10/18/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KOAT	<u>Account Executive</u> Mary Tricoli	<u>Sales Office</u> HRP -Washingt
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IOB#</u>	<u>Advertiser Code</u> 51	<u>Product Code</u> 104
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
D 10	KOAT	11/05/12	11/09/12	Anderson Cooper	11a-12n		:30			NM	0	\$0.00
				Class of Time - Fixed Non Pre-emptible								
D 11	KOAT	11/05/12	11/09/12	Chew, The	12-1pm		:30			NM	0	\$0.00
				Class of Time - Pre-emptible with notice								
D 12	KOAT	11/05/12	11/09/12	Action 7 News @ 6p	6-630p		:30			NM	0	\$0.00
				Class of Time - Fixed Non Pre-emptible								
D 13	KOAT	11/05/12	11/09/12	6a A7N More In The AM	6-7a		:30			NM	0	\$0.00
				Class of Time - Pre-emptible with notice								
D 14	KOAT	10/29/12	11/09/12	Good Morning America	7-9a		:30			NM	0	\$0.00
				Class of Time - Pre-emptible with notice								
N 15	KOAT	11/05/12	11/05/12	Anderson Cooper	11a-12n		:30			NM	1	\$250.00
				Class of Time - Fixed Non Pre-emptible								
				Class of Time - Fixed Non Pre-emptible								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$250.00			
N 16	KOAT	11/05/12	11/05/12	Chew, The	12-1pm		:30			NM	1	\$200.00
				Class of Time - Pre-emptible with notice								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$200.00			
N 17	KOAT	11/05/12	11/05/12	Action 7 News @ 6p	6-630p		:30			NM	1	\$1,300.00
				Class of Time - Fixed Non Pre-emptible								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$1,300.00			
N 18	KOAT	11/05/12	11/05/12	6a A7N More In The AM	6-7a		:30			NM	2	\$2,200.00
				Class of Time - Pre-emptible with notice								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				2	\$1,100.00			
N 19	KOAT	10/29/12	11/02/12	Good Morning America	7-9a		:30			NM	5	\$4,250.00
				Class of Time - Pre-emptible with notice								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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<b>Contract / Revision</b>	<b>Alt Order #</b>
961890 /	06364302

<b>Contract Dates</b>	<b>Product</b>	<b>Estimate #</b>
10/29/12 - 11/09/12	Issue	313 REFORM NM NOW #:

<b>Advertiser</b>	<b>Original Date / Revision</b>
Reform New Mexico Now	10/18/12 / 10/18/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 MTWTF-- 5 \$850.00												
N 20	KOAT	10/29/12	11/02/12	The View 10-11a	10-11a		:30			NM	10	\$4,500.00
Class of Time - Fixed Non Pre-emptible												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 MTWTF-- 10 \$450.00												
N 21	KOAT	10/29/12	11/02/12	Action 7 News @ 1030p	1030-1105p		:30			NM	2	\$2,500.00
Class of Time - Fixed Non Pre-emptible												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 MTWTF-- 2 \$1,250.00												
N 22	KOAT	10/29/12	11/02/12	Dr Oz	4-5p		:30			NM	10	\$6,750.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 MTWTF-- 10 \$675.00												
N 23	KOAT	10/29/12	11/02/12	Action 7 News @ 5p	5-530p		:30			NM	5	\$5,500.00
Class of Time - Fixed Non Pre-emptible												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 MTWTF-- 5 \$1,100.00												
N 24	KOAT	10/29/12	11/02/12	Live with Regis & Kelly 9-10a	9-10a		:30			NM	10	\$4,750.00
Class of Time - Fixed Non Pre-emptible												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 MTWTF-- 10 \$475.00												
N 25	KOAT	11/04/12	11/04/12	Su 6a A7N More in the AM	6-9a		:30			NM	2	\$1,700.00
Class of Time - Fixed Non Pre-emptible												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 -----2 2 \$850.00												
N 26	KOAT	11/05/12	11/06/12	Good Morning America	7-9a		:30			NM	6	\$5,100.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 11/05/12 11/11/12 MT----- 6 \$850.00												
N 27	KOAT	11/05/12	11/06/12	The View 10-11a	10-11a		:30			NM	2	\$900.00
Class of Time - Fixed Non Pre-emptible												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 11/05/12 11/11/12 MT----- 2 \$450.00												
N 28	KOAT	11/05/12	11/05/12	Dr Oz	4-5p		:30			NM	2	\$1,350.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 11/05/12 11/11/12 M----- 2 \$675.00												
N 29	KOAT	11/05/12	11/06/12	Live with Regis & Kelly 9-10a	9-10a		:30			NM	2	\$950.00
Class of Time - Fixed Non Pre-emptible												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 11/05/12 11/11/12 MT----- 2 \$475.00												
N 30	KOAT	11/05/12	11/05/12	Action 7 News @ 5p	5-530p		:30			NM	1	\$1,100.00
Class of Time - Fixed Non Pre-emptible												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 11/05/12 11/11/12 M----- 1 \$1,100.00												
<b>Totals</b>											<b>96</b>	<b>\$73,500.00</b>

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961890 /	06364302

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10/29/12 - 11/09/12	Issue	313 REFORM NM NOW #1

Advertiser	Original Date / Revision
Reform New Mexico Now	10/18/12 / 10/18/12

\*Tax 1 Note: New Mexico Tax Rate 7%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
10/29/12 - 11/06/12	96	\$73,500.00	\$62,475.00	\$4,373.25	\$66,848.25
<b>Totals</b>	<b>96</b>	<b>\$73,500.00</b>	<b>\$62,475.00</b>	<b>\$4,373.25</b>	<b>\$66,848.25</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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